

Style Guide: Commonwealth of Pennsylvania

A Commonwealth Brand - Based On A Common Promise

A brand is the promise of an experience. Great brands have simple identity systems. So when you see an icon, a logo or a graphic representation of the brand, you immediately know what to expect. And, when great brands build valuable equity, graphics can be extremely economical and effective. Let's face it, the Nike "swoosh" meant nothing until Nike filled it with meaning. And now, when we see Tiger Woods walking down the 18th Fairway, doffing his cap with the Nike logo, we know that the swoosh stands for victory.

The Commonwealth of Pennsylvania takes great pride in providing high quality and life-enhancing services to its citizens. So it's important that whenever they see a logo representing the various offices and departments or bureaus of the Commonwealth, they will feel good and know that logo stands for our high standards and quality. We may all provide different services, but the quality experience we promise should be our common ground.

The Commonwealth brand should be like a "Good Housekeeping Seal of Approval," instilling a sense of quality, pride and reassurance to Pennsylvanians. It starts with a commitment to a simple, unifying shape. In the case of the Commonwealth of Pennsylvania, that unifying, very recognizable shape is our Keystone. The Keystone is uniquely ours; no other state in the union can lay claim to being the "Keystone" of the original 13. Our goal in unifying our brand is to reassure people that the Keystone stands for our commitment to quality service from the Commonwealth of Pennsylvania.

The Commonwealth brand unifies the state's multiple departments. Additionally, the system outlined in this guide allows departments to convey their own identity within the Keystone itself. And, it does so in a progressive, contemporary manner more reflective of today's Commonwealth and more in tune with today's mode of communications. Not only are we unifying all our departments under a common brand icon, we are unifying the voice in which we speak to our diverse population.

Each state department produces its own memos, letters, fliers, booklets, brochures, videos, Web sites, etc. Understanding that each agency has its own priorities and objectives, it is also important that our communications to Pennsylvania citizens reflect consistency and clarity. Statewide consistency in communication materials enhances credibility and recognition of the Commonwealth brand and the value of the many products and services provided to citizens.

DO use this style guide when you're preparing a communications piece for the public. This is a guide, a common sense tool, to help you implement your agency's identity within the Commonwealth brand. (Think of your department as being a division of General Motors. Chevrolet and Cadillac each has its own brand personality and product characteristics, each is linked by the common values that come as part of the greater General Motors brand.) Our intent is not to hinder your creativity, but to aid your development of communications that are clear, valuable and effective.

This style guide details the components of the Commonwealth Brand and proper usage in common applications. It does not cover every instance in which the brand is reflected, but serves as a guide for creating such materials and how to handle different communication pieces and media types. While not everything you create will look exactly like the samples provided, each piece created should, however, have common style elements. This will allow every piece of communications you create to borrow brand equity from the one that came before it, while building brand equity for the communications yet to come.

Our style guide will evolve over time based on observations from communications and graphics professionals. If you have some suggestions or constructive points about public communications, thank you for sharing them with the Governor's Office of Press and Communications. We will work with you to build common value for all communications from the Commonwealth.

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Logo Basics: configuration

This logo configuration is the template for all department/agencies that fall under the Governors' jurisdiction. It should be used on all corporate communications, such as stationery. There are three parts that make up the logo template: The logo type, department name and the Keystone.

When creating a new logo, you should always begin with the template provided on the branding cd-rom in the back of this binder.



1. Keystone

The Keystone icon is the heart of our logo system and should not be altered in any way. What is represented inside the Keystone may vary as explained in more detail on the next page.

2. Logotype

pennsylvania is set in **Felbridge Extra Bold**. The font size is the equivalent to 27 pt. The tracking between the letters is -24. The letters, including the “p” is always set in lower case.

3. Department Name

The department name is set in FELBRIDGE REGULAR and always appears in all caps. The font size is 12 pt. The tracking between letters is 75. When possible, keep the department name to one line, if needed a second line is allowed but should not exceed below the baseline of the Keystone.

4. Logo Lock-up

A “lock-up” is the combination of the Keystone, the logotype and your agency name as a single unit. The proportions of this unit should not be altered in anyway. The positioning of the unit may vary as explained in more detail on page 8.

Logo Basics: configuration - the Keystone

The Keystone is the most recognizable aspect of the Commonwealth brand and should not be altered in any way. The graphic treatment inside the Keystone is used to represent your individual agency within the Commonwealth. This representation can be with an image, text, or abstract shape. When used alone, the Keystone is an icon.

When creating a new logo, you should always begin with the template provided on the branding cd-rom.



Keystone: IMAGE

When appropriate, an image can be used to represent your agency. This image should be symbolic in nature and be represented in no more than two approved colors. Clipart* should **NOT** be used.



Keystone: TEXT

Text can be used if easily understood and can stand alone without explanation. Avoid long acronyms. Text is reversed out in white with your approved primary color filling the Keystone.



Keystone: ABSTRACT IMAGE

An abstract image is appropriate when an agency serves multiple audiences or others several different products or services. An abstract image can also be used when a single icon does not represent all that an agency does.

NOTE: All logos must be approved by the Governor's Office or Press and Communications prior to public use. This goes for all logos, regardless of design method.

Clipart: refers to pre-made images simply dropped into the Keystone. The Keystone image should be a unique graphic created for your agency and should not be trademarked or copyrighted by a third party.

Logo Basics: configuration - the Keystone

Below are examples of how the Keystone has been used to represent the various agencies, programs and marketing efforts across the Commonwealth.



Style Guide: to whom does this apply

The brand standards apply to all agencies, department, commissions or advisory boards that fall under the Governor's jurisdiction. Agencies must adopt the new brand standards as new items are created.

Below are a few examples of how a few agencies have adopted the brand.



pennsylvania
SECURITIES COMMISSION



pennsylvania
DEPARTMENT OF GENERAL SERVICES



pennsylvania
COMMISSION ON CRIME AND DELINQUENCY



pennsylvania
STATE OF INDEPENDENCE



pennsylvania
DEPARTMENT OF BANKING

Style Guide: to whom does this apply

Divisions and bureaus within agencies under the Governor's jurisdiction automatically default to their parent agency's logo. Such areas should **NOT** have their own logo.



Bureau and Division Names

Bureaus and Divisions inside an agency can add their name to the bottom of the agency logo. Such decisions must be approved at a deputy secretary level and above. The text should be set in all caps, 10 pt felbridge, with the tracking between letters set at 50. The name should line up vertically with the pennsylvania logotype.

Style Guide: to whom does this apply

Programs or offices created for the sole purpose of marketing a program outside of the agency's core functionality should also follow the brand standards. Such determination should be made by the Governor's Office of Press and Communications and will be handled on a case by case basis.



Style Guide: to whom does this apply

Existing marketing programs and applications that have established brand equity are not required to adopt the new brand standards. We will add a pennsylvania logo as part of any collateral item in order to connect the program to the Commonwealth and the brand.



Benefits Older Pennsylvanians.
Every Day.



Logo Basics: positioning

Depending on the communication medium and its size, your logo can be positioned in one of three ways: Horizontal with the Keystone to the left, Horizontal with the Keystone to the right and centered vertically.



HORIZONTAL LOGO: LEFT

This logo is the one most commonly used. It is configured so that it can be positioned in the upper, or lower left portion of the page.

PREFERRED VERSION



HORIZONTAL LOGO: RIGHT

The logo version where Pennsylvania sits to the left of the icon is configured so that it can be positioned in the upper, or lower right portion of the page.



VERTICAL LOGO

The stacked version of the logo is configured for use in a square, or more vertical space.

NOTE: Always use the supplied version rather than re-creating the logo.

Logo Basics: color usage

Depending on the type of publication, budget constraints or method for reproduction, your logo might be represented in two color, a single color, black and white or knocked out in white against a darker background.

The 2-color version of the logo is its truest form and is preferred whenever possible.



TWO-COLOR

The 2-color breakdown is as follows: Two approved primary* colors determined by your agency. Pantone 281 (blue) is a preferred color to be used whenever possible.



ONE-COLOR

Whenever appearing as single color, the entire logo should be produced using the darker of your approved primary pantone colors.



BLACK/WHITE

For black/white applications, the “pennsylvania” logotype and department name appears in 100% black. The Keystone appears in 50% black.



KNOCKOUT

On colored backgrounds, photography or black, the logo reverses out to 100% white.

*Primary colors are explained in better detail in the “Color palette” section of this guide.

Logo Basics: clear space & minimum size

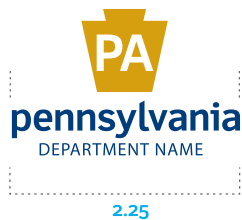
In order for the logo to deliver maximum impact, there needs to be enough clear space (room) around it. To ensure that “Your Agency Name” is readable in all delivery mediums, there is a minimum size to which it can appear.



CLEAR SPACE

A minimum amount of space that must be maintained around all four sides of the logo. The space is defined as X (where X is the height of “PA”). This “clear space” must be a minimum of .25 inch or 18 pixels.

Illustrations, photography and typography should not enter the space as defined.



MINIMUM REPRODUCTION SIZE

The minimum reproduction size of the pennsylvania logo is 2.25” wide (horizontal) and 1” wide (vertical). The size is determined by the boundary of the logotype combined with the PA icon.

Anything smaller than the determined size will result in the logo becoming unreadable.

Logo Basics: misuse - **EXAMPLES OF WHAT NOT TO DO!**

A logo visually identifies your agency to the outside world; therefore, it is imperative that it be used properly to ensure the integrity of the brand. The examples below illustrate things that should **NOT** be done when using a logo in the Commonwealth brand. The logo should be displayed on a white background when possible. If the logo is placed over a photograph or on a colored background, use the knockout version. See “color usage” for more details.

When working with outside vendors, always supply electronic copies of your logo. Any questions about the proper use of a logo should be directed to the Governor’s Office of Press and Communications.

1 **pennsylvania**
YOUR AGENCY OR DEPARTMENT NAME

2 **pennsylvania** 
YOUR AGENCY OR DEPARTMENT NAME

3 **pennsylvania** 
YOUR AGENCY OR DEPARTMENT NAME

4 *pennsylvania* 
YOUR AGENCY OR DEPARTMENT NAME

5 **pennsylvania** 
YOUR AGENCY OR DEPARTMENT NAME

6  **pennsylvania**
YOUR AGENCY OR DEPARTMENT NAME

7 
YOUR AGENCY OR DEPARTMENT NAME

8 **Pennsylvania** 
YOUR AGENCY OR DEPARTMENT NAME

9  **pennsylvania**
YOUR AGENCY OR DEPARTMENT NAME

10  **pennsylvania**
YOUR AGENCY OR DEPARTMENT NAME

11  **pennsylvania**
YOUR AGENCY OR DEPARTMENT NAME

LOGO MISUSE

- 1 Do not use the logo without the Keystone icon.
- 2 Do not use unapproved colors in the logo.
- 3 Do not stretch or condense the logo.
- 4 Do not substitute the font.
- 5 Do not exceed the boundry of the Keystone.
- 6 Do not outline the Keystone.
- 7 Do not use the logo against a busy background.
- 8 Do not capitalize the “P” in Pennsylvania.
- 9 Do not use a drop shadow.
- 10 Do not use “clip-art” as your Keystone image
- 11 Do not use a scan or bitmapped version of the logo.

Logo Basics: contact information

Every item that is viewed by the public should contain the logo and at least one method for contacting your agency, even if its the Web site address in the footer of each page. **No exceptions!** Questions about lock-up usage can be referred to the Governor's Office of Press and Communications.

The preferred information lock-up contains the logo, phone number and web site address, however, sometimes space does not permit that. In those cases the lockup can be used on its own.

800.gov.1111 | www.PAwebsite.com

WEB SITE/PHONE

The phone number is set in Felbridge Bold, all caps, with the information separated by periods. The phone number is separated from the Web site by a vertical slash (shift + \ on your keyboard). The Web site is set in Felbridge Bold.

On a dark background the information lock-up reverses to white.



HORIZONTAL LOGO WITH WEB/PHONE

When using the Web site and phone number with the horizontal logo, the Web site/phone number is 50% black and is lined up vertically with the "pennsylvania" logotype.



VERTICAL LOGO WITH WEB/PHONE

When using the Web site and phone number with the vertical logo, the Web site/phone number is 50% black and is centered with the "pennsylvania" logotype.



LOGO WITH WEB

When using the Web site with the vertical logo, the Web site is 50% black. When space is limited, it is permissible to use the PA Keystone with the Web site centered beneath.

Logo Basics: contact information color usage

Depending on the type of publication, budget constraints or method for reproduction, your logo with contact information might be represented in two color, a single color, black and white or knocked out against a darker background.

The 3-color version of the logo and contact information is its truest form and is preferred when possible.



THREE-COLOR

The 3-color breakdown is as follows: Your approved primary colors, with the contact information appearing 50% black.



ONE-COLOR

Whenever appearing as one-color, the entire logo should be produced using 100% value of your darkest primary color.



BLACK/WHITE

For black/white applications, the “pennsylvania” logo-type and department name appears in 100% black. The Keystone appears in 50% black.



KNOCKOUT

On colored backgrounds, photography or black, the logo reverses to white.

Logo Basics: footer

The footer is made up by graphic elements used as a call to action. Such action can be created with ready, set bar or by using three action verbs that communicate what your agency is about. The footer may also be referred to as the “activity bar”



ACTIVITY BAR

The width of the activity bar changes to accommodate the copy inside it. Always retain the correct amount of space between the activity word and the bar behind it. The words are separated by an > (shift + period on your keyboard). The words chosen for the activity bar should be verbs.

The type is always set in Felbridge Bold and always reverses to white. Use the provided template on the cd-rom rather than re-creating the bar from scratch. This allows for consistency across the brand.

NOTE: This element is an optional piece and should not be forced. The activity bar works better in some instances than others. In some cases, three active verbs can be used in place of the ready > set. In either case, the activity bar must be approved by the Governor’s Office of Press and Communications prior to final sign off.

If no bar is created, then you can use a default solid blue bar as your footer.

Logo Basics: color

Logo are created with no more than two colors. Most logos contain pantone 281 (Blue) as one of their colors. Any combination of colors from an approved color palette can be used as a primary color. Once such colors are established, do not use any tints of the palette colors. The secondary colors are meant to supplement or “highlight” the primary colors. Use them occasionally to enrich a layout or to create more energetic collateral.

Color combinations need to be approved by the Governor’s Office of Press and Communications prior to final sign off.

PRIMARY COLOR EXAMPLES



SECONDARY COLOR EXAMPLES



Logo Basics: typography

Choice of typeface adds to the overall tone of a brand. Felbridge and its various forms – light, regular, bold and extra bold – is our brand font. It has to be used when creating any agency collateral.

The font is available to purchase through state contract. Work with your agency's procurement office to purchase the font. Costs per license vary by the number of users. You do **NOT** need to purchase Felbridge for your entire agency, only the specific people designing communication materials. Commonwealth Media Services (CMS), DGS Bureau of Publications, and state contracted vendors have purchased the font. If you use these resources for your design needs, you do not need to purchase your own license.

FELBRIDGE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

FELBRIDGE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

FELBRIDGE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

FELBRIDGE EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

TYPOGRAPHY GUIDELINES

- 1 Body copy should be typeset in Felbridge Light.
- 2 Felbridge Bold should be limited to headline and subhead use.
- 3 The italic version of the font should only be used when indicating the title of a book, program, etc. It should never be used for headlines, subheads or body copy.

Logo Basics: typography

The secondary fonts should be used for body copy in all communication materials. Both are system fonts, so no additional purchase is necessary.

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz |
1234567890

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz |
1234567890

TYPOGRAPHY GUIDELINES

- 1 Body copy is typeset in Verdana
- 2 Verdana Bold should be limited to headline and subhead use.
- 3 The italic version of the font should only be used when indicating the title of a book, program, etc. It should never be used for headlines, subheads, or body copy.

Web sites: Commonwealth of Pennsylvania

Web sites: general information

The Internet one more place to extend of your brand. These standards will improve usability and ensure that users know at all times when they are on an official Pennsylvania government Web site.

As a general rule, agency communications offices own the content and “look & feel” of the agency Web sites. (Please note, all “look and feel” decisions must follow the guidelines issued by your agency’s Communications or press office). Each communications office should coordinate who has the authority to update all copy posted to the agency Web site. It is the communications offices’ responsibility to frequently review and update content. Agency communications offices own the information architecture or taxonomy of the agency Web sites (how the content on the site is structured).

We recommend that each agency establish a Web steering committee consisting of representatives from communications, IT and executive leadership working together to set the direction for the agency Web site. With the current wide-spread use of the Internet, agency Web sites are an extremely cost-effective and fast method to reach our constituents and business partners. The steering committee should meet regularly to ensure that the Web site is being used as effectively as possible.

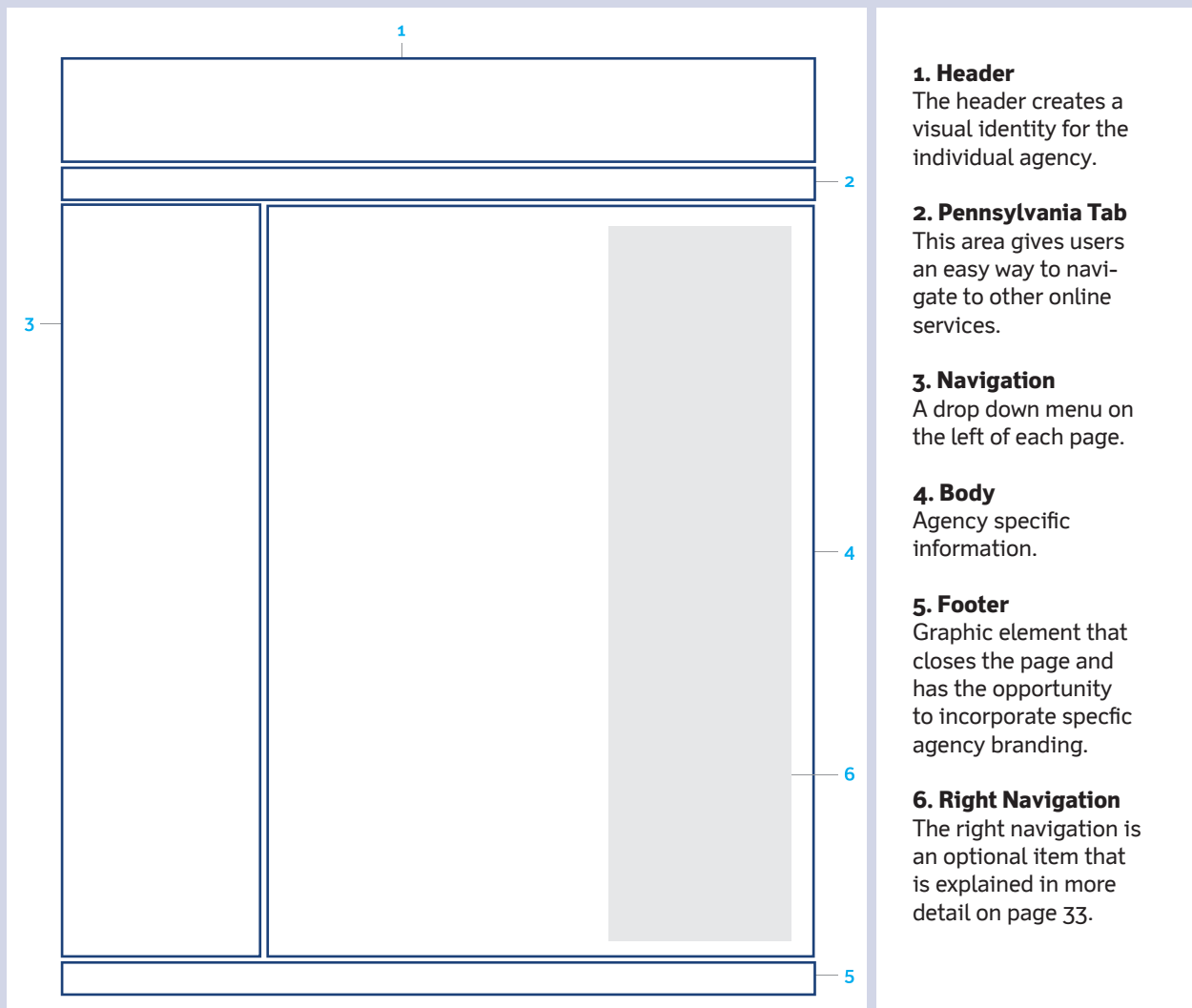
Another best practice is for agency communications offices to have an employee dedicated to overseeing the Web site and working closely with agency IT. This employee should have a background in Web design and functionality. If this is not possible, there should be an employee from the IT office dedicated to being the interface with the communications office and should be in close contact with the communications office – this employee should also have a background in Web design and functionality.

As has been previously established, any major web site overhauls or redesigns need to be approved by the Governor’s Office of Press and Communications. Questions regarding Web site roles and responsibilities can be directed to the Memo in the back of this binder.

This style guide updates all previously released Web Site Design Guidelines.

Web sites: overview

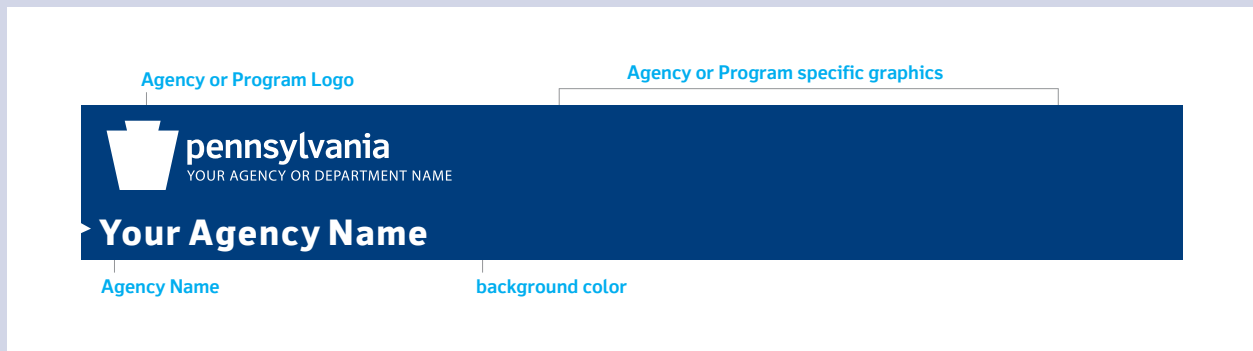
Agency Web sites' six main areas on the page. This general template has been created to maintain consistency from agency to agency with the goal of improving our overall user experience while making the task of finding information much easier.



Web sites: header

The header of a Web site is the first thing that users will see. This area should be a visually pleasing first impression for your agency. It should incorporate your individual agency's branding efforts while remaining consistent within the overall Commonwealth brand standards. The header is 108 pixels by 952 pixels.

Header graphics must be approved by the Governor's Office of Press and Communications prior to public release.



Agency Logo

Agency logos need to appear in a readable format. The preferred use is knocked out on a pantone 281 (Blue) background.

Agency Name

The agency name appears in white, Felbridge Bold. The font size is determined based on the total length of your agency's name. The name, however, should be large enough to read comfortably on one line.

Background Color

The primary background color for the header is the web equivalent to pantone 281 (Blue). Alternative background colors will be considered by the Governor's Office of Press and Communications on a case by case basis.

Graphics

You can use a collage or photos, one horizontal photo, or several different graphics. Graphics must be approved by the Governor's Office of Press and Communications prior to launch.

Web sites: header samples

Below are a few examples for handling a header graphic. They are meant to provide creative guidance and should **NOT** be viewed as the only way to create header graphics.



Web sites: pennsylvania tab

The top tab contains the PA logo and two dropdown menus. The PA logo is an active link back to the state Web site, and the two drop down menus are lists of the most requested PA state agencies and online resources. The bottom tab contains available space for agency text links. The text and URL of these links can be modified by the agency.



PA Logo

A logo for PA.gov is displayed on the left of the tab. When clicked, it will link back to the Pennsylvania state Web site.

Drop Down Menus

This is a standard element, which is the same for every site. It links users to the most requested online services provided by the Commonwealth.

Agency Links

This is a standard element, which is the same for every site. It links users to the most requested state agencies.

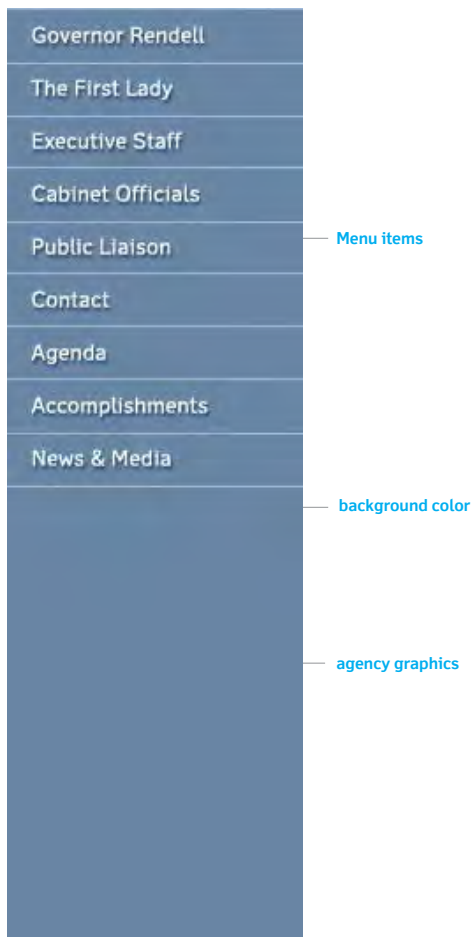
Search Box

The search box is a standard element that will be the same on every site. This search box will only search your web site for relevant information, not the entire Commonwealth.

If you chose not to display the right column, then the Governor and secretary information must be present in the “pennsylvania tab” above.

Web sites: navigation

The main site navigation is to be on the left and should remain present on every page of your agency Web site.



Menu Items

The navigation text should be left justified. The names of your navigation items should remain on one line when possible.

When the mouse hovers over a link, the background should change from one color to another color to alert the user that the item is clickable.

Background Color

The background color of the navigation bar should compliment the overall style of the agency's brand.

Agency Graphics

This area is designed to highlight agency specific announcements, events or important items that the agency feels is important.

Web sites: body

A Web site is your agency's primary communications tool. Your Web site should always contain the most current information and should be a resource for the citizens of Pennsylvania. Information needs to be structured in a **USER** friendly manner and should **NOT** reflect the internal structure of a given agency.



WELCOME





Welcome to our Website, your online link to the Governor's office. We created this site to connect you with our administration and our vision for a new Pennsylvania. So go ahead and browse the site - and remember that together, we can make this vision a true reality. [PLAY MESSAGE ►](#)

SIGN UP FOR NEWS

[SIGN UP](#)

[WEEKLY TIP SHEET](#) | [TELL US WHAT'S IMPORTANT TO YOU](#)

[THIS WEEK IN PENNSYLVANIA'S GOVERNMENT](#)


Explore	Top Stories	Public Schedule	08-09 Budget	Priorities	Accomplishments
Top Stories from across the Commonwealth			Multimedia		
<p>12/04/2007 GOVERNOR RENDELL ANNOUNCES APPOINTMENTS AND NOMINATIONS</p> <p>12/04/2007 GOVERNOR RENDELL SAYS FUNDS ARE WITHIN REACH TO COVER THE UNINSURED, CONTINUE MCARE ABATEMENT PROGRAM</p> <p>12/04/2007 GOVERNOR RENDELL SIGNS BILLS INTO LAW</p> <p>11/29/2007 GOVERNOR RENDELL ANNOUNCES \$500,000 INVESTMENT IN MUNICIPAL FLOOD MITIGATION PROJECTS</p> <p>11/28/2007 GOVERNOR RENDELL PROPOSES MERGER OF STATE EMERGENCY, SECURITY AGENCIES</p> <p>GO TO THE GOVERNOR'S NEWSROOM</p>			<p> Watch the Governor speak about EIS</p> <p> Governor Accepts award for Welfare responsibility</p> <p> Governor outlined plan to cover all pennsylvania</p> <p> Governor visit children after baseball game</p>		

Web sites: additional examples

Below are a few examples for handing the body of your Web site. They are meant to provide creative guidance and should **NOT** be viewed as the only way to handle copy.

Home > Money > Banking Basics

Banking Basics



Not everyone does their banking with a bank. In fact, in addition to banks, there are several types of financial institutions that offer sensible ways to manage our money. Among them are credit unions, savings and loans, and investment firms. *What's the difference?*

As many as 56 million Americans don't use financial institutions. Instead, they rely on check cashers, payday lenders, pawnshops, and other outlets (sometimes don't have a check your money. If you most cases, financial and transferring money. This section of money services so you can

Other We

These resources link read our link policy

Why Should I Have Consumer Action's (explains why a check in Spanish) [Learn More](#)

High Price for Quick Road the Philadelphia loans. [Learn More](#)

Alternative Financial
Read the detailed information Providers by Fannie


Definitions
Browse InvestorWorld Learning More

Let BUCK fetch you some local resources.

Within:


of:

[Fetch](#)




Commonwealth of Pennsylvania


News & Media > Recent News




GOVERNOR RENDELL VISITS NORTHEAST, SAYS SENIORS GET MILLION IN PROPERTY TAX REBATES NANTICOKE COUPLE REBATE ON PROPERTY TAXES FOR THE FIRST TIME
[LEARN MORE](#) | [ADDITIONAL PHOTOS](#)



GOVERNOR RENDELL CALLS FOR PROMPT ACTION ON PRESCRIPTION PENNSYLVANIA, COVER ALL PENNSYLVANIANS HEALTH CARE
[LEARN MORE](#) | [EVENT VIDEO](#) | [AUDIO CLIPS](#)



GOVERNOR RENDELL CALLS FOR PROMPT ACTION ON PRESCRIPTION PENNSYLVANIA, COVER ALL PENNSYLVANIANS HEALTH CARE
[LEARN MORE](#) | [EVENT VIDEO](#) | [AUDIO CLIPS](#)



GOVERNOR RENDELL CALLS FOR PROMPT ACTION ON PRESCRIPTION FOR PENNSYLVANIA, COVER ALL PENNSYLVANIANS HEALTH CARE REFORMS
[LEARN MORE](#) | [EVENT VIDEO](#) | [AUDIO CLIPS](#)

Vehicles & Transportation



Pennsylvania would like to welcome you to our online in tellus vel urna. Pellenti dui. Vivamus nulla velit, vehicula facilisis, malesuada a, tempus a, dolor. Maecenas cvaltis ligula ae viverra. Fusce neque. Mauris justo nulla, eleifend a, ornare sed, lacinia nec, nunc. In congue placeratue. Duectus sollicitudin tempor. Cras imperdiet neque a nibh ullamcorper sollicitudin. Nunc libe, molestie vitae, sagittis tempus, metus. Maecenas sem. Duis et enim sit

Laws & Regulations	Laws & Regulations
Driver Safety	Driver Safety
Driver License/Photo ID	Driver License/Photo ID
Permit Information	Permit Information
Hauling & Occupancy Permits	Hauling & Occupancy Permits
Driver Center Locations	Driver Center Locations
Commercial Driver Services	Commercial Driver Services
Military/Veterans Services	Military/Veterans Services
Older Driver Services	Older Driver Services
Specialized Driver Services	Specialized Driver Services
Teen Driver's Services	Teen Driver's Services

Web sites: content

When creating your Web site content two things are the driving force: simplicity and consistency. Your agency should commit to a tone writing style for content and remain consistent throughout the entire site. Writing for the Web consists of small “blurbs” of information. Users should not have to scroll or read paragraph after paragraph to find what they are looking for. Information should be presented in a clean, concise manner which is scanable and easy to read.

Users should know what they are clicking on before having to make a choice.

11/29/07

BANKING SECRETARY URGES GENERAL ASSEMBLY TO REFORM MORTGAGE LENDING LAWS

Secretary of Banking Steve Kaplan says Pennsylvania lawmakers need to PAss stronger laws to protect home borrowers from abusive lending practices that are causing families to lose their homes to foreclosure and threatening the economy. [Learn more...](#)

10/02/07

BANKING DEPARTMENT TEAMS WITH EAGLES, STEELERS TO TEACH HIGH SCHOOL STUDENTS ‘FINANCIAL FOOTBALL’

High school students in Pittsburgh and Philadelphia tested their “fiscal fitness” today by playing “Financial Football,” a free, money management video game that’s being provided to every high school in Pennsylvania through a PArtnership between DePArtnment of Banking’s Office of Financial Education, Visa, the National Football League and Players Inc. [Learn more...](#)

The above content is presented in a way that shows the release date, the release title, a summary of what the release is about and a link to “learn more” When choosing “learn more” the user can choose to read the entire article.

The above presentation of content would be considered a “best practice” especially for handling press releases.

Web sites: footer

The footer is placed at the bottom of the page and it should span the width of the Web site.



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If any of the following pages exist on the site, the link should go under the footer in plain html text: Web Policies, Site Map, Help, Text-Only. Each link is separated by two spaces, a vertical bar (“|”) and two more spaces.

Web sites: right column

On the right side of your Web page there is another column for you to use, if you see fit. This column is optional and does not need to remain on every page of the Web site. If you choose to utilize the right column as part of your Web site layout, the guidelines below must be followed.

If you chose to display a right column in your design. The first item in the column is reserved to display the Governor's name and title, followed by the agency's secretary/director's name and title.

The background color may be set by the agency, but must be the same as the color used for background underneath the navigation on the left column.

If you chose not to display the right column, then the Governor and secretary information must be present in the "Pennsylvania tab" under the header.

Underneath the Governor's title box is an area reserved for News & Media headlines. All agencies under the Governor's jurisdiction must post their news releases on their Web site, and this is where the most recent headlines should be displayed. **NOTE:** news releases should be on the Web site regardless if you choose to display the right column.

Below the headlines, is another bullet graphic with the text link "NEWSROOM." Clicking the "NEWSROOM" link takes the user to a full listing of all news & media information.

Any remaining area beneath the News & Media section can contain whatever other items the agency chooses.

Stationery System: Commonwealth of Pennsylvania

Stationery System


The following guidelines are set for stationery and other office materials which includes all communication between agencies and their stakeholders. These communication channels include, but are not limited to, agency letterhead, business cards, envelopes, note cards, fact sheets, memos, presentations, e-mails and faxed documents to name a few.

Agency collateral must **ALWAYS** contain one or more of the following methods for contacting the department: Web address, phone number or physical location address. Each piece should be identifiable with its agency if it is found by itself out of context.

Stationery System: executive letterhead

Executive letterhead is available for staff members as determined by each agency. The template is pre-printed with the Coat of Arms, address, Web site and contact information. Executive letterhead can be printed on either bright white or creme colored paper stock.

An electronic template is available on the supplied CD-ROM.



The image shows a sample of an executive letterhead. At the top center is the Seal of the Commonwealth of Pennsylvania, with the text 'COMMONWEALTH OF PENNSYLVANIA' below it. To the right of the seal is a horizontal line. Below this, the text 'Date, 2008' is followed by the address 'Mr. John Doe, 123 Main Street, Anytown, Pennsylvania 00000'. Below the address is 'Dear Mr. Doe'. The body of the letter contains three paragraphs of Latin text. Below the text is 'Sincerely,' followed by 'Mrs. Jane Doe'. At the bottom, there is a line of small text: 'OFFICE OF THE GOVERNOR | 225 MAIN CAPITOL BUILDING, HARRISBURG, PA, 17120 | 717.555.5555 | www.pa.gov'.

1
The Coat of Arms prints 100% Gold (pantone 1245) or as a foil stamp.

2
The TEXT is typeset in 12pt Verdana or Times New Roman Regular.


3
The DEPARTMENT, ADDRESS, and WEB SITE are typeset in 8pt. Felbridge Regular, all caps.

4
The PA logotype is not displayed on executive letterhead.

Stationery System: letterhead

Agency letterhead is pre-printed with your department logo and state Coat of Arms, physical address, Web site and contact information. Agency letterhead must be printed on bright white paper stock.

An electronic template is available on the supplied CD-ROM.




- 1**
The PA logotype prints based on your agency primary color scheme.
- 2**
The TEXT is typeset in 12pt Verdana or Times New Roman Regular.
- 3**
The DEPARTMENT, ADDRESS, and WEB SITE are typeset in 8pt. Felbridge Regular.

Stationery System: black & white letterhead

This letterhead template is used for all electronic communication, (if you know the end user intends to make additional copies).

An electronic template is available on the supplied CD-ROM.

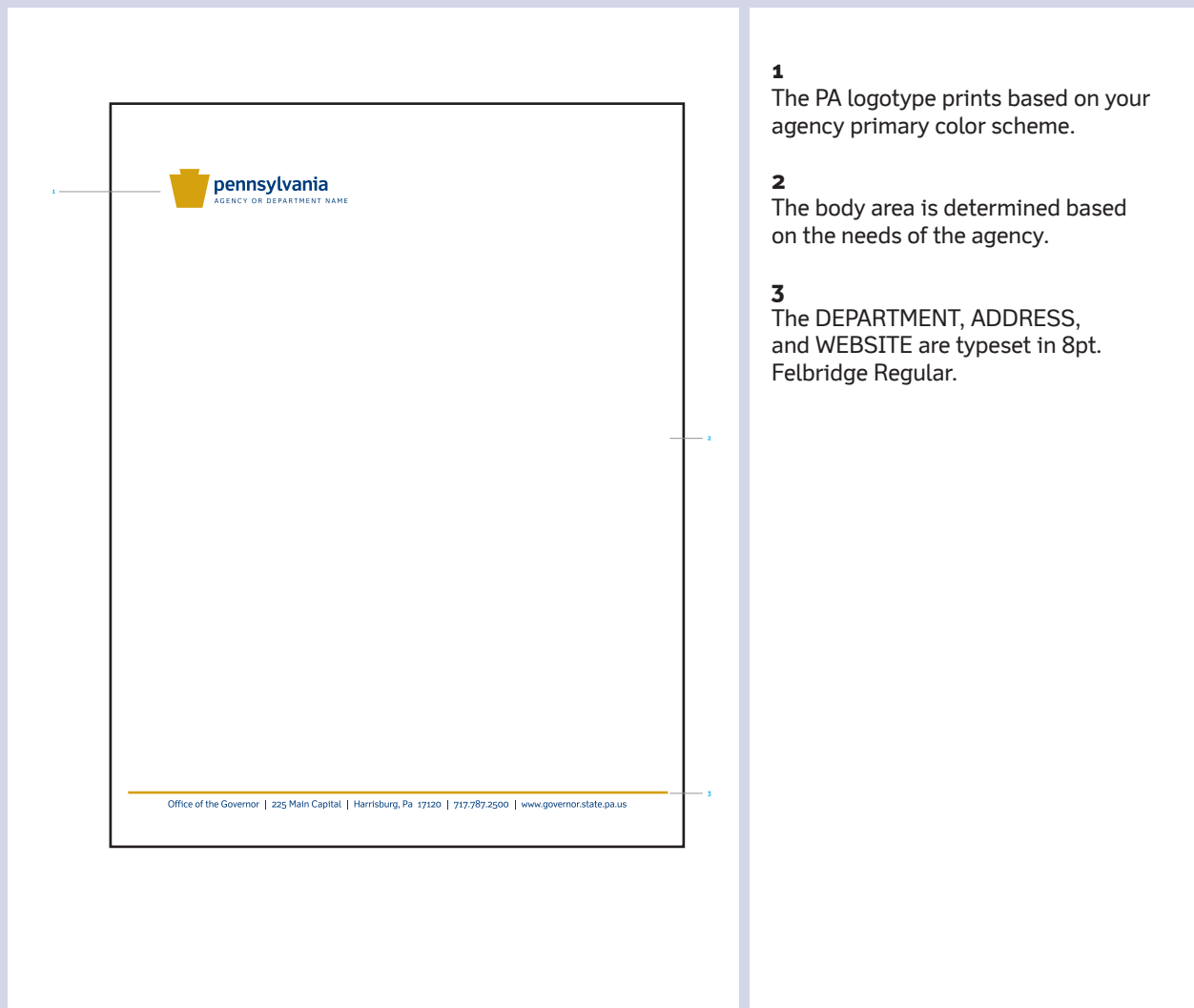


- 1**
The PA logotype prints 100% black.
The Keystone prints 50% black.
- 2**
The TEXT is typeset in 12pt Verdana or Tims New Roman regular.
- 3**
The DEPARTMENT, ADDRESS, and WEB SITE are typeset in 8 pt. Felbridge Regular. The type prints 100% black.

Stationery System: letterhead 2nd sheet

This letterhead template is for letters that need a second page. The second sheet can also be used as a one page handout or fact sheet highlighting accomplishments or program initiatives. Handouts must be printed on bright white paper stock, but can be reproduced in color or black and white.

An electronic template is available on the supplied CD-ROM.



Stationery System: fax template

This fax template should be used on all faxes sent by an agency. Fax sheets can be printed in color or black and white basic on specific needs.

An electronic template is available on the supplied CD-ROM.

1

 **pennsylvania**
AGENCY OR DEPARTMENT NAME

FAX

TO [enter name] FROM [enter name]
FAX [enter fax number] PAGES [enter number of pages]
PHONE [enter phone number] DATE [enter date]
RE [enter subject of fax] CC [enter additional names]

2

MESSAGE:
Ei tantas gloriatur interesset pri. Oratio mandamus est te, ex cum feugait
delectus expetenda, in mel accumsan dissentias. Vix ei nibh gubergren
eloquentiam. Eripuit numquam nusquam an mea. Convenire qualisque ne est,
malis nobis nostrud ex sed, ius nibh nostro delenit ea.

3

Dicunt timeam verterem nam cu. Quis placerat sensibus an has. Usu consul
habemus cu. Est integre perfecto ea, at tota ubique labitur mel, an quidam
accumsan tractatos has. At verear forensibus mei, utroque sensibus definitiones
ex sit, nec te illum lorem dissentiet.

Sincerely,

Mrs. Jane Doe

4

Te alla oratio efficiendi vis, sale aliquando ius et, at dicta graece molestiae eos. Vel veniam blandit ei. Vero eirmod nominati
mea ex, et commune mandamus elaboraret quo, in cum habeo efficiendi. Nonummy longuatos eos et, in tale salutandi
salutatus eum. Vis in quis veri mediocrem, no paulo consul populo mel. Ei animal takimata elaboraret nec no paulo consul
populo mel. Ei animal takimata elaboraret nec.

5

Office of the Governor | 225 Main Capital | Harrisburg, Pa 17120 | 717-787-2500 | www.governor.state.pa.us

1
The PA logotype prints based on your agency primary color scheme.

2
The CONTACT INFORMATION and FAX INFORMATION HEADINGS are typeset in uppercase in 9pt Verdana Bold.

3
The TEXT is typeset in 12pt Verdana or Times New Roman regular.


4
The confidentiality statement is typeset in 8pt Verdana or Times New Roman regular

5
The DEPARTMENT, ADDRESS, and WEBSITE are typeset in 8pt Felbridge Regular.

Stationery System: memo template

This memo template should be used on all memos sent within or outside the agency. Memos can be printed in color or black and white basic on specific needs.

An electronic template is available on the supplied CD-ROM for you to use.



The diagram shows a memo template with four callouts: 1 points to the Pennsylvania logo, 2 points to the memo information fields (TO, FROM, DATE, RE), 3 points to the main text area, and 4 points to the footer line containing contact information.

1
The logotype prints 100% black.
The Keystone prints 50% Black.

2
The MEMO INFORMATION HEADINGS are typeset in uppercase in 9pt. Verdana Bold. The leading is 14pt.

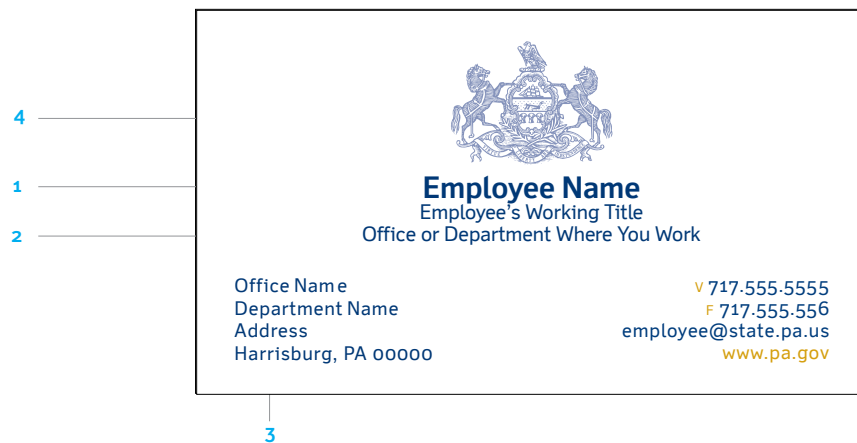
3
The TEXT is typeset in 12pt Verdana or Times New Roman Regular. The leading is 16pt.

4
The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt. The type prints 100% black.

Stationery System: business cards | executive

The executive business card template is customizable with the office, employee and address information. Executive employee are determined by the agency. Executive business cards can be printed on either bright white or creme colored stock.

An electronic template is available on the supplied CD-ROM for layout purposes.



1

The NAME is typeset in upper/lowercase in 10pt. Felbridge Bold. The type prints 100% your agency's primary color scheme.

2

The TITLE and DEPARTMENT are typeset in upper/lower case in 7.3 pt Felbridge Regular.

3

The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7.3 pt Felbridge Regular, information is separated with a ".". The leading is 8.5pt. The type prints 100% your agency's primary color scheme.

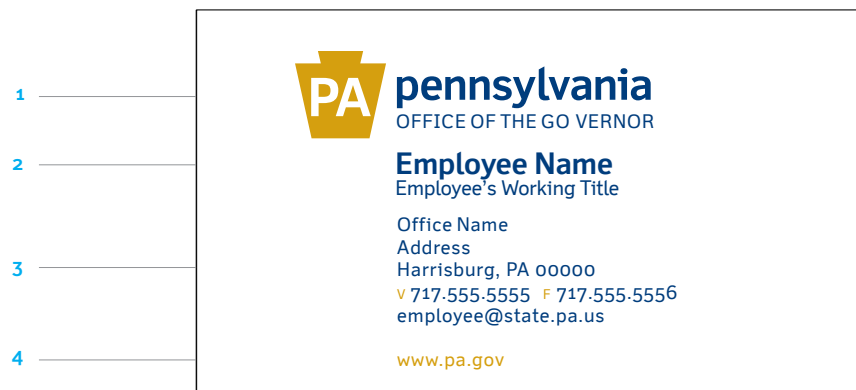
4

The Coat of Arms can be printed as a gold foil stamp or in the same pantone color for additional cost saving. Printing options are determined by the agency.

Stationery System: business cards

The business card template is customizable with the office, employee and address information. The level in which the employee falls in determined by the individual agency. Business cards must be printed on bright white stock.

An electronic template is available on the supplied CD-ROM for layout purposes.



1

The PA logotype prints 100% based on the agency's primary color scheme.

2

The NAME is typeset in upper/lowercase in 10pt. Felbridge Bold. The TITLE and DEPARTMENT are typeset in upper/lower case in 7.3 pt Felbridge Regular.

3

The BUILDING NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7.3 pt Felbridge Regular, information is separated with a ".". The leading is 8.5pt. The type prints 100% your agency's primary color scheme.

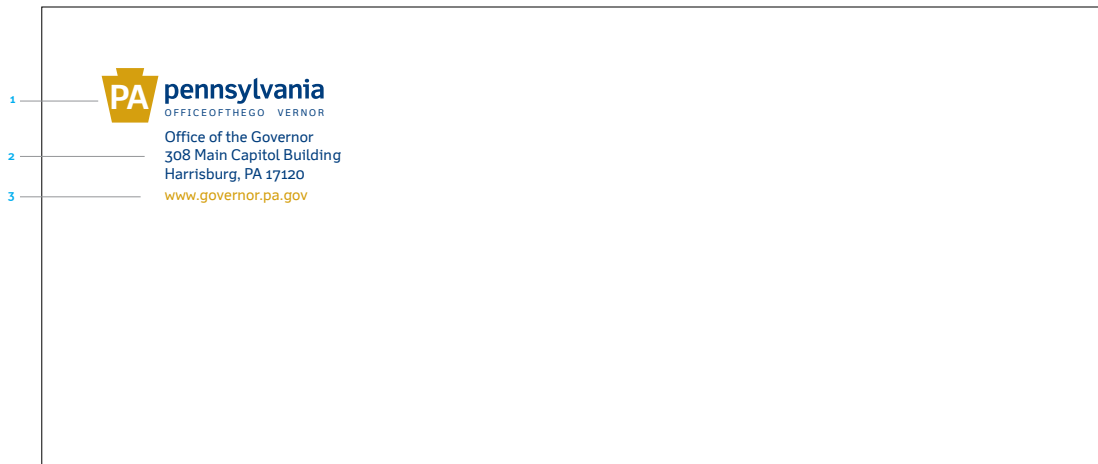
4

The agency Web site address should be printed in pantone 1245 (for 2-color reproduction) or your agency's primary color (1-color reproduction).

Stationery System: #10 envelope

The #10 envelope template is printed with the agency address. It is not customizable.

An electronic template is available on the supplied CD-ROM.



1

The PA logotype prints 100% based on your agency's primary color scheme.

2

The BUILDING NAME and ADDRESS are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt..

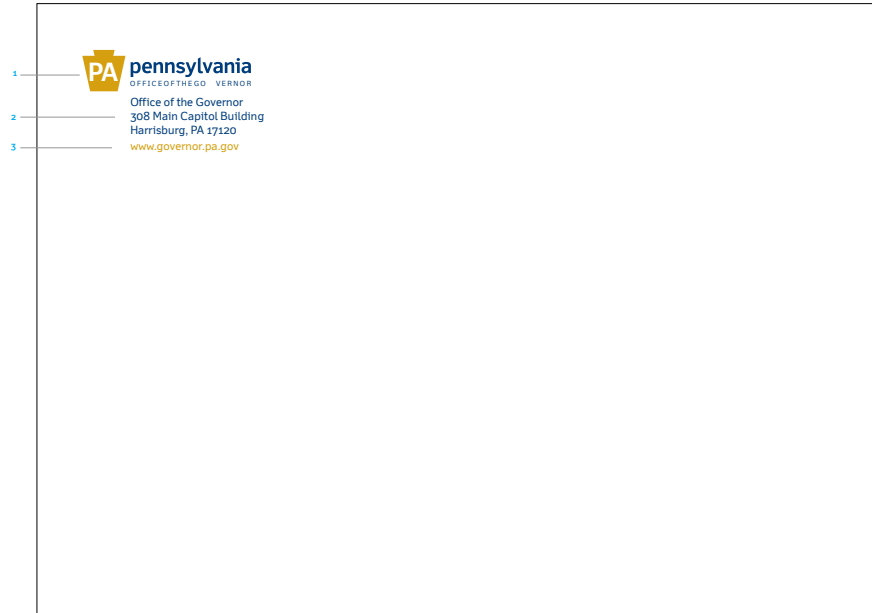
3

The WEB SITE prints at 100% in the secondary color chosen by the agency

Stationery System: 12x9 envelope

The 12x9 envelope template, also referred to as “booklet envelope,” is printed with the agency address. It is not customizable. The same design is available on 6x9 and 11x13 as well.

An electronic template is available on the supplied CD-ROM.



1

The PA logotype prints 100% based on your agency's primary color scheme.

2

The BUILDING NAME and ADDRESS are typeset in upper/lowercase in 7pt. Felbridge Regular. The leading is 9pt.

3

The WEB SITE prints at 100% in the secondary color chosen by the agency.

Stationery System: e-mail signature

All e-mails sent by Commonwealth employees that work for agencies that fall under the Governor's jurisdiction must use the below e-mail signature. The standard email signature includes your name, title, agency, telephone number, physical address, Web site, and confidentiality notice or call to action as necessary.

Employee Name | Employee Position Title

308 Main Capitol Building | Hbg PA 17120

Phone: 717.783.1116 | Fax: 717.772.8462

www.agengy.pa.gov

Call to action line: Example, Sign up for governor's newsletter

Job Title

Employees should use their appropriate "working" title as opposed to classification when necessary. Do not abbreviate this title.

Background Color

All e-mails must be set with a plain white background

Additional Items

Only the approved content, as shown above, should be contained in a e-mail. Not additional messagings, colors or animations are allowed.

Stationery System: powerpoint

Once a PowerPoint is created by the agency's communication/press office it should be used for all presentations given both internally and externally by that agency. PowerPoint templates must be approved by the Governor's Office of Communications and Press.

An electronic template is available on the supplied CD-ROM for you to base your design.



Marketing & Consumer Education Materials: Commonwealth of Pennsylvania

Marketing & Consumer Education Materials

The following guidelines are for all marketing and consumer education materials.

The Governor's Office of Press and Communications should be involved in all marketing initiatives taken by an agency. It is recommended that this office is involved sooner in the project rather than later. At a minimum, all marketing and consumer education materials **MUST** be approved by the Governor's Office of Press and Communications prior to public use.

Every piece created **MUST** contain one or more of the following methods for contacting the agency: Web address, phone number or physical location address.

Marketing & Consumer Education Materials: posters

Posters, leaflets, printed advertisements or anything that is printed as a single unit **MUST** contain at least the agency or program's Web address and the phone or 800 number (if available). The PA keystone should also be present to connect your piece to the brand. The Commonwealth tagline and Governor's information is determined on a case by case basis.

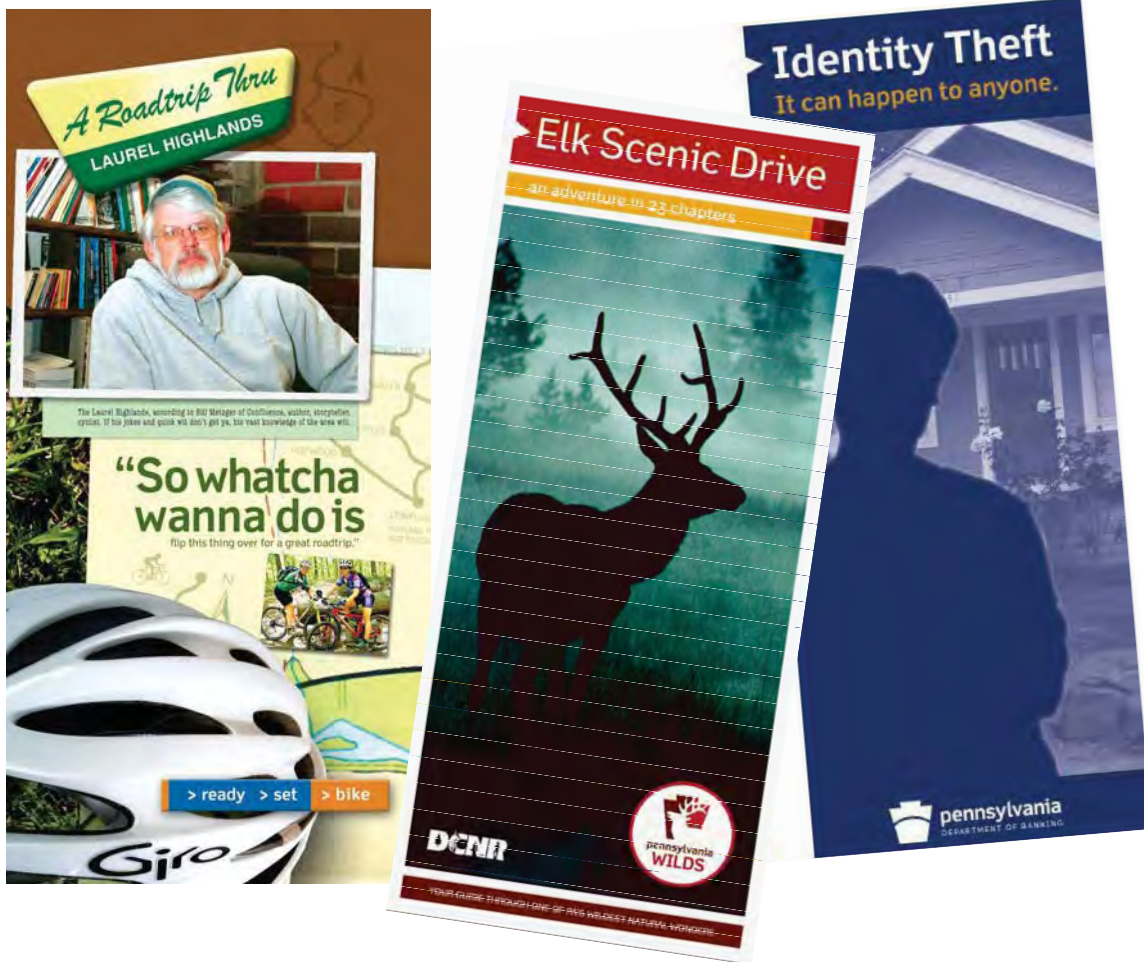
NOTE: These materials must be approved by the Governor's Office of Press and Communications prior to public use.



Marketing & Consumer Education Materials: brochures

Brochures or folded items that are printed as a single unit **MUST** contain at least the agency or program's Web address and the phone or 800 number (if available). The PA keystone should also be present to connect your piece to the brand. The Commonwealth tagline and Governor's information is determined on a case by case basis.

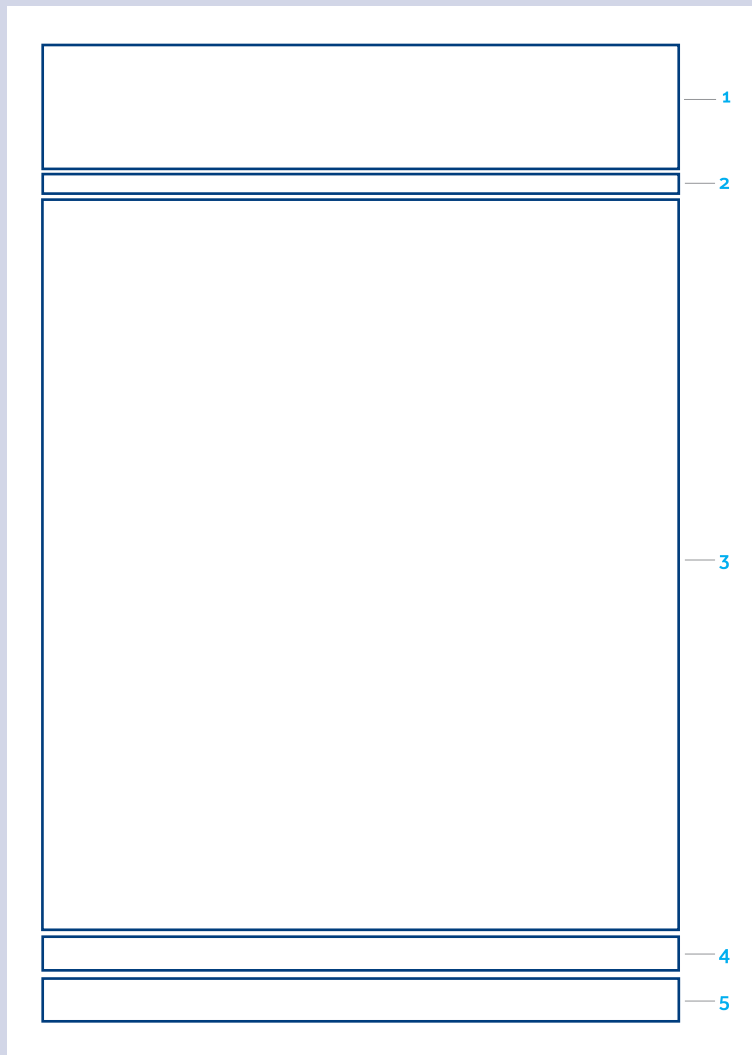
NOTE: These materials must be approved by the Governor's Office of Press and Communications prior to public use.



Marketing & Consumer Education Materials: electronic newsletters

Electronic newsletters are tools to communicate vast amount of information in a quick and easy manner. The newsletter itself should **NOT** contain all of the information, rather it should reference or drive users to the agency's Web sit. Shorter is better. If you currently use a printed newsletter to communication efforts, we are encouraging all Agencies to move to electronic distribution.

An electronic newsletter template is available on the supplied CD-ROM.



1. HEADER

The header should contain your agency name with some sort of graphic treatment. See examples on the next page.

2. INFORMATION BAR

The information bar contains the date of the newsletter and a link to your agency's Web site. You may also include a link to www.PA.gov.

3. BODY

The Body contains your information. This area should be used to get your readers to want more information while driving traffic to your agency Web site for the "full story"

4. FOOTER

The footer contains either your "activity bar, or a solid blue (pantone 281) bar.

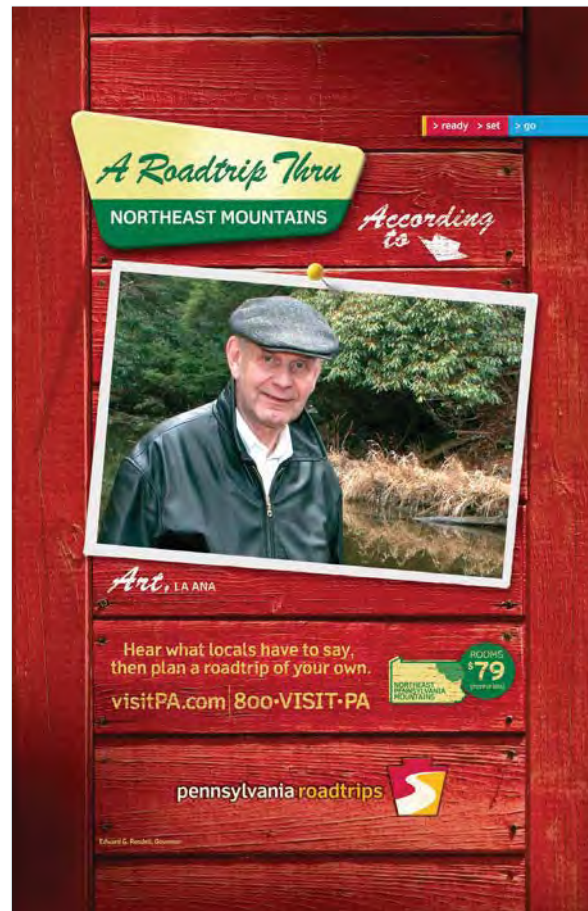
5. COPYRIGHT

The copyright area contain the ability for users to unsubscribe or pass along your message. It should also contain all necessary copyright information.

Marketing & Consumer Education Materials: print ads

Each piece needs to **ALWAYS** contain one or more of the following methods for contacting the department: Web address, phone number or physical location address. The PA keystone should also be present to connect your piece to the brand. The Commonwealth tagline and Governor's information is determined on a case by case basis.

NOTE: These materials must be approved by the Governor's Office of Press and Communications prior to public use.



Marketing & Consumer Education Materials : banner ads

We encourage the use of banner ads to promote programs or marketing initiatives when used within the network of Commonwealth agencies. When clicked, the banner should link directly to the program site.

Banner ads that are used externally for online marketing must be approved by the Governor's Office of Press and Communications prior to purchase order approval.



Marketing & Consumer Education Materials: audio & video

Display a closing slide or Super at the end of all videos, commercials or Public Service Announcements (PSA). Include your depaArtment logo, contact information (with Web address) and Governor's call out.

Any audio spot, PSA or video must be approved by the Governor's office prior to public use.



